

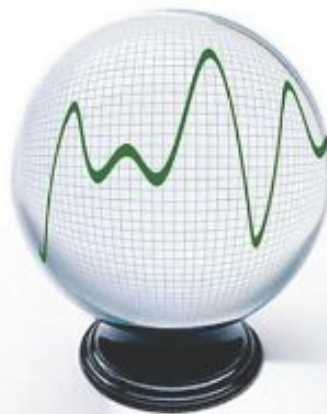
The Age Curve: How to Profit from the Coming Demographic Storm

Kenneth W. Gronbach
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The AGE CURVE

How to Profit from the Coming Demographic Storm



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Kenneth W. Gronbach : The Age Curve: How to Profit from the Coming Demographic Storm before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Age Curve: How to Profit from the Coming Demographic Storm:

2 of 2 people found the following review helpful. Read this book!By pathfinderI heard Kenneth Gronbach speak last December and wanted to read this book (bought it used but nearly new condition). Some of the information is already dated, but it will give you a new outlook on the state of our nation for sure and a new way of looking at some of the problems we have had. The information is about business and commerce and how the size of the generations of people

affects the economy but it makes a lot of sense and has a mostly positive outlook for us going into the future. I think it should be read by our politicians today and maybe stem some of the extreme negativism that is thrown around these days. The book is somewhat repetitive at times and I found myself looking to see if I was re-reading a previous chapter by accident. (The author admittedly does this on purpose to get the point across, but at times it felt redundant reading it.) Overall a good read and will bolster your optimism for America's future! And, if you get a chance to hear Kenneth speak, go and listen. 0 of 0 people found the following review helpful. Very interesting book and a really good reference if you are looking at investments for the coming years. There is lots to know about the younger generations. 0 of 0 people found the following review helpful. A scientific approach to explaining the details of the population of the USA and the economic history we have been experiencing from the GI Generation to the Y Generation as they exist in today's population mix. It is the number of people which explains market potentials and politics and government policies. Understanding the behavior of each cohort explains what to expect in the future. However, companies and politicians and government do not pay attention to the numbers when designing products and policies leading to big economic problems. Planners at all levels need to understand demographics.

For years, savvy marketers have held on to certain unwavering beliefs that have dictated how they market to their consumers. The hard truth, however, is that at the heart of the changes we see in marketing and business is based on one undeniable factor - the size of the generations we are selling to. As each generation ages, what they buy and how much they buy will change. Each product and service has a "best customer" that sustains a business. As these customers grow up, the smartest marketers will stay ahead of them - and their money. In "The Age Curve", marketing guru Ken Gronbach shows executives and entrepreneurs how to anticipate this wave of predictable demand and ride it to success. Both eye-opening and compelling, "The Age Curve" will change the way companies look at their customers and how they court them.

To gain an overview of the coming trend, begin by reading the entertaining, inspiring new book, "The Age Curve: How to Profit from the Coming Demographic Storm," by Kenneth Gronbach. Dr. Mildred Culp, Workwise syndicated columnist "The Age Curve" has one overwhelming reason to read and digest the book: it will make you re-think what you thought was obvious. Inland Empire Business Journal With a little guidance from "The Age Curve," readers will be better able to set their company on a path to future sales success. Houston Business Journal This lucid, well-written book is thought-provoking and accessible to a wide audience, and is especially valuable reading for business students and practitioners. Summing Up: Highly recommended. All levels. Choice "Gronbach will inspire you to think beyond his examples, not only about what has already worked, but what also needs to be done in future." -- QRCA Views About the Author Kenneth W. Gronbach (Haddam, CT) is a nationally recognized expert in the field of demography and generational marketing. He regularly provides counsel to Fortune 500 companies as well as large and small businesses across the U.S. Excerpt. copy; Reprinted by permission. All rights reserved. INTRODUCTION There are sick empty feelings in your stomach, and then there are really big sick empty feelings. I had the latter. Our signature account of eight years, American Honda Motorcycle, had shipped the year's allotment of new 1986 bikes to the dealers two months earlier and a unique thing happened: nothing. Our history with Honda had been nothing but successful up to this point. The formula was simple: Honda sent the bikes from Japan to a New Jersey warehouse, where they were distributed to the Northeast regional dealers, who prepped them and displayed them on showroom floors. As soon as they were displayed at the dealerships, the marketing and advertising kicked in and the customers bought them; all of them. Life was good. But this was 1986 and the bikes did not sell. It wasn't that traffic was slow. There was no traffic. The folks at Honda asked, "Did you run the ads?" This is when the really big sick empty feeling kicked in. The bad news was that sales volume was dropping like a stone. The really bad news was that sales would continue to drop for the next six years until the decline amounted to an 80 percent free fall. Gulp. By 1992 most of the dealerships were ready to close, and we lost the account. No surprise there. The only consolation was that exactly the same thing happened to Yamaha, Suzuki, and Kawasaki. Someone had turned off the faucet and we didn't know who or why. In mid-October 1996 I was reading the Hartford Courant's editorial section. The Hartford Courant is America's oldest newspaper in continuous publication. It devoted a full page to a sweeping indictment of Generation X and its noninvolvement in the political process. Bill Clinton was about to trounce Bob Dole. It seemed that the Xers (born between 1965 and 1984) did not vote or donate its resources at the same level the Boomers did (born between 1945 and 1964) when they first got involved in politics. The implied laziness part bothered me. We had thirty Xers working at our agency at the time, and none were lazy. I asked our research department to review the voting habits of Generation X. Our research department checked. All the factors seemed equal on a per capita basis. Xers did vote. They did contribute to their political parties and they did participate in government. There were just fewer of them. In other words, the young Generation X voters actually cast fewer votes

than the young Boomers when they were the same age not because they were lazy but because they were simply a smaller group. Was this simple difference in the size of the Boomer generation and Generation X the answer to the motorcycle mystery? I reviewed U.S. Census Bureau data to find out, and indeed there were a lot fewer of them—11 percent fewer. There were 78 million Boomers and only 69 million Xers. That moment of recognition changed my thinking from that point forward. Large and small generations, alternately moving and aging through the marketplace, determine many a company's success or failure. That moment changed the way I counsel my client companies. It spawned the shape of my public presentations. It gave birth to this book. The core idea of this book is quite simple: Smaller generations buy less stuff; larger generations buy more stuff. When a large generation, such as the Boomers, leaves the market and is replaced by a smaller generation, such as Gen Xers, sales are going to drop. Please excuse the fact that I repeat this premise throughout my book, but I have found that people (executives, entrepreneurs, salespeople, marketers, advertisers, etc.) just don't accept this clear-cut concept until you beat them over the head with it. My intention is to show how the simple idea of generational size applies to an ever-widening variety of areas and convince readers to recognize it, believe it, and, most important, put it to use.

—Kenneth W. Gronbach